

IF YOU ASK
FOR CIGARETTES

YOU ASK
FOR I.D.



Selling tobacco products to persons under 18 is illegal.

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Remember, to stop cigarette sales to minors, all you have to do is ask.

To order more of these retail educational kits, or any of the signage or educational materials, please use the enclosed order form or call 1-800-672-3155.

**ASK FIRST
IT'S THE LAW**

Supporting Responsible Tobacco Retailing

To participate in the IT'S THE LAW program, all you have to do is:

- Know the state law.
- Use the IT'S THE LAW materials to learn about your responsibilities.
- Post IT'S THE LAW signage in prominent locations, including on your front door and cash register.
- Instruct all employees to ask for I.D. from anyone trying to buy cigarettes who looks under age.
- Enforce the law—Do not sell cigarettes to minors.

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